



Winter 2-25-1999

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### Recommended Citation

Aaron, Bob, "Kevin Kiedrow, Class of '99 IWU Senior Wins Outstanding Marketing Student Award" (1999). *News and Events*. 699.  
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Feb. 25, 1999    Contact: Bob Aaron, 309/556-3181 or 3203

## **Kevin Kiedrow, Class of '99 IWU Senior Wins Outstanding Marketing Student Award**

BLOOMINGTON, Ill.—A senior majoring in business administration has won the Outstanding Marketing Student Award for the Illinois Wesleyan University chapter of the American Marketing Association (AMA).

Kevin Kiedrow, 1998-99 president of IWU's AMA chapter, received the award on Feb. 26 at the AMA's 38th annual marketing conference, at the Holiday Inn-Westport, 1973 Craigshire, St. Louis.

"I feel great about winning the award," Kiedrow said, explaining that his interest in marketing focuses on "creativity, constant change, and customer interaction."

As AMA chapter president, Kiedrow said, he learned a lot about the importance of networking—making professional contacts--and following through on commitments. Additionally, he said, he sharpened his budgeting and long-range planning skills.

About 10 IWU students will attend the conference, which is expected to attract more than 200 students from Midwest campuses. Outstanding marketing students from various campuses will join Kiedrow in receiving awards. Executives from Southwestern Bell, Daytona International Speedway Corp., 3 Dog Bakery, Gallup Organization (the public opinion polling firm), and others will present marketing case studies at various conference sessions.

Kiedrow was selected for the award by Fred Hoyt, associate professor of business administration and faculty advisor to Illinois Wesleyan's AMA chapter. The award recognizes Kiedrow's accomplishments as a chapter executive officer and his contributions to improving the chapter.

As chapter president, Kiedrow supervised five executive officers: vice president, treasurer, speaker coordinator, membership coordinator, and market research director.

He also played a leadership role in bringing monthly speakers to campus to discuss business administration and marketing issues in fields spanning health care, advertising, and imports.

After graduating in May, Kiedrow wants to become involved in market research and sales. In the long run, he's eyeing a career in product marketing and advertising.

Kiedrow is a Chicagoan, whose family lives at 3262 W. 109th St.

Illinois Wesleyan's AMA chapter, which has about 20 student members primarily majoring in business administration, also has tackled market research projects for the McLean County Historical Society and Kaisner Construction Co.

The AMA, founded in 1937, is the world's largest and most comprehensive professional society of marketers, consisting of more than 45,000 worldwide members in 92 countries and 500 chapters across North America. Its goal is to promote education and assist in personal and professional career development among marketing professionals.

IWU, founded in 1850, enrolls about 2,000 students in a College of Liberal Arts, and individual schools of Music, Theatre Arts, Art, and Nursing. Since 1994, these facilities have been added to the IWU campus: a \$15 million athletics and recreation center, a \$25 million science center, a \$6.8 million residence hall, and a \$5.1 million Center for Liberal Arts.

